



Motivating generations in the workplace

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What will we be covering?

- Perceptions of generations in the workforce
- Identifying each generations valuable characteristics
- Things to consider as a modern employer

- There are some CAVEATS though.....





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What words would you use to describe Millennials or Gen Z's?





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What words would you use to describe Baby Boomers?





Do perceptions therefore = truth?

Generations within a workforce

In 2022 ref:beresfordresearch

Baby Boomers Age 58-76

Typically the richest generation who benefitted from post war regeneration.

Hierarchical, want to retain control which causes frustration. Dedicated but potentially resistant to change. Loyal and conscientious

Want structure & stability as well as respect.

Innovation vs maintain status quo?

Generation X Age 42-57

The smallest and most squeezed generation due to having children and elderly parents to look after.

Created the concept of "work-life" balance but fail to live by it.

Suffer from "presenteeism".

Multi taskers, autonomous, have a strong work ethic, self reliant and expect Gen Y and Gen Z to be!

Want structure, stability and like technology and innovation

Intimidated by younger employees?

Generation Y (aka Millennials) Age 26-41

Generation could be split into 2 – pre and post social media.

Entrepreneurial and ambitious but may lack business acumen and critical thinking.

Impacted by social media – want recognition of status. Constant feedback.

Love the concept of "work-life" balance.

Want to be collaborative, are adaptable to change, are assertive and are willing to challenge. Typically less loyal.

Socially aware

Generation Z Age 10-25

As per Generation Y but amplified.

Activists and will challenge.

Generation Alpha Age 0-10

What do we need to horizon scan for?

Most tech savvy.

Will enjoy a longer life span

Metaverse and impact on learning.

The employers conundrum....

How do employers ensure all employees, spanning multiple generations, remain motivated and engaged taking into account potential differing needs and wants?

It isn't easy!

Consider all generations.

Consider the here and now but also horizon scan.

Remain competitive and forward thinking in a squeezed recruitment market.





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What do you think are important motivators for generations in the workplace?



Money

- Motivation
- Cost of living crisis
- Recruitment
- What else other than standard salary?
- Additional comp package
- What commitments can the employer make?



Transparency



- Why is it important?
- Build trust – its ok to admit when it goes wrong
- Different ways of communicating to employees – over communicate
- Feedback and education around that – impact on career development
- Behaviour charter, values, purpose – be clear

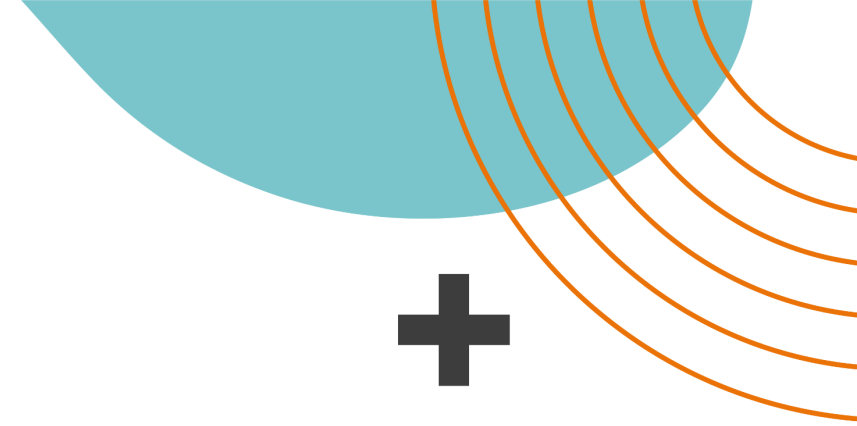
Collaboration

- How can we bring generations together to achieve success?
- Keep people interested
- Knowledge sharing, better innovation and creativity
- Reward effort not outcome



Community and culture

- “tribe” effect
- Sense of community and impact of hybrid working
- Strong culture maintenance as businesses grow and diversify
- Multi generational social events & clubs
- Mobility of workforce
- CSR / D & I initiatives – get people involved



Round up



- Few definitive conclusions
- Ongoing communication is key – listen and learn
- What we do now won't necessarily be what we will do in 3 years time – continue to evolve and adapt
- Consider all generations

